

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

SUBJECT: COMMUNITY IDENTIFICATION SIGNS
POLICY NO.: 200-10
EFFECTIVE DATE: December 12, 1974

BACKGROUND:

In the past, there has been exhibited a desire on the part of various community groups within the City of San Diego to identify their respective communities with distinctive signs at or near what are considered their area limits. At the present time, there is no uniform policy to allow such installation.

PURPOSE:

In order to regulate the type, size and location of signs from the standpoint of public safety and aesthetic values, and to avoid confusion that would result from a multitude of conflicting identification signs, a uniform policy is desirable.

POLICY:

It shall be the policy of the City Council that:

1. Individual communities desiring to install identification signs shall be encouraged.
2. Requests for such signs shall be submitted through or by a recognized group such as a Town Council, Civic Association or Community Planning Committee. Proposed sign locations shall have the formal concurrence of adjoining recognized community groups.
3. Requests may be submitted for two types of community identification signs:
 - a. Community Entry signs. Located either within or outside the public right-of-way, freestanding in nature, and placed at the major vehicular entryways into the various identifiable communities of the City. (Standardized, pole-mounted signs provided by the City inside the public right-of-way are included.)
 - b. Community Area identification signs. Located outside the public right-of-way, erected as monument signs or on solid freestanding walls, and found usually at entrances to subdivisions or neighborhoods.
4. The guidelines for organization requesting installation of community identification signs and for City staff reviewing such requests, including consideration of custom designed sign installations, are contained in the "Locational Criteria, Construction and Material Standards, and Maintenance

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Standards, Community Entry Signs and Community Area Identification Signs", established by Council Resolution No. 211549, adopted September 12, 1974, on file with the Planning Department and considered as part of this policy.

5. The significant factor as concerns City actions is whether community identification signs are to be installed within or outside the public right-of-way.
 - a. Within the public right-of-way. (Community Entry signs.)
 - (1) Requests shall be submitted to the City Manager for review by a committee consisting of one representative from each of four City departments - Planning, Building Inspection, Department of Transportation, and Engineering and Development.
 - (2) The cost of materials, installation, and maintenance of standardized pole-mounted signs will be borne by the City. The cost of design, materials, construction, and installation of custom-designed signs will be borne by the applicant; maintenance will be the City's responsibility.
 - b. Outside the public right-of-way. (Community Entry or Community Area identification signs.)
 - (1) Requests shall be submitted to the Planning Department for scheduling of a public hearing before the Zoning Administrator for purposes of obtaining a Conditional Use Permit in accordance with the provisions of Chapter X, Article 1, Division 5 of the Municipal Code.
 - (2) All cost of design, materials, construction, installation (including any landscaping), and maintenance of signs will be borne by the applicant.
6. Approved signs shall conform to the building code, zoning regulations, and the criteria referred to in item 4. In addition, all legally required permits must be obtained before construction may be started.

HISTORY:

Adopted by Resolution R-189345 01/19/1967
Amended by Resolution R-194165 07/09/1968
Amended by Resolution R-212200 12/12/1974